

**SYSTEM AND METHOD FOR ESTABLISHING  
VIEWER SHOPPING PREFERENCES  
BASED ON VIEWING AND LISTENING PREFERENCES**

**ABSTRACT OF THE DISCLOSURE**

5        A system and method for establishing recommended items for purchase or rental at a shopping kiosk, based on TV/DVD/CD etc. viewing profiles. A removable media such as a flash memory device can be inserted into an entertainment device receptacle, and the viewer's subsequent viewing (or listening) habits, including selected programming and related data such as TV program category, title, etc., recorded to establish a profile. The media can be removed and taken to the shopping kiosk, where it is inserted and used by the kiosk to present a list of recommended items for purchase or rental, based on the viewing habit profile of the viewer.

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